

# Strategic Creativity Overview

## 1. Strategic Focus

- Gain strategic overview.

## 2. Wide-Ranging Creative Exploratory

- Generate concepts.
- Explore concepts with end-users and/or purchase influencers.

## 3. Ideation Based on Education

- Refine concepts/create new ones based on learning.
- Explore concepts; optimize best.

## 4. Actionable, Specific Recommendations

- Name, generic descriptor, positioning claim, key features, core target, supporting rationale.

# Phase 1: Strategic Focus

- ◆ Competitive Set: Successful Products
  - What are key benefits and features?
  - What are emotional/sensory/other factors?
- ◆ Competitive Set: Unsuccessful Products
  - Which key benefits appear outdated?
  - Which compelling benefits might we pre-empt?
- ◆ Packaging and Shelf Placement
  - Which packaging elements influence purchase?
  - What are the dynamics of the category shelf?

# Phase 1: Strategic Focus

## ◆ Targets

- How do targets differ from brand to brand?
- What are category usage patterns (e.g., occasions, methods, frequency, etc.)?

## ◆ Problems and Needs

- What are problems and needs of heavily-involved category users?

# Phase 2: Wide-Ranging Creativity

## ◆ Review

- Review existing concepts
- Review failed concepts (archives)

## ◆ Ideation

- Ideation interviews with key team members.
- Ideation based on Phase 1 learning.

## ◆ Exploration

- Qualitative research, typically with heavily-involved users.
- Gain insights; identify high-interest directions.

# Concept Board Example

Concept ad format;  
actual size is 11" x 14".

The visual may be a rough,  
artist's drawing of the product  
and/or product in use,  
or a stock photo.

**This space is for the positioning,  
which will communicate  
the product's key benefit.**

**The product's name  
and generic descriptor go here  
(explanatory copy is on reverse side).**



# Phase 3: Ideation Based on Education

## ◆ Review and Analysis

- Review Phase 2 learning.

## ◆ Ideation

- Refine high interest directions.
- Create new concepts in areas identified by respondents.

## ◆ Synthesis

- Optimize high interest concepts on the fly.

# Deliverables

- ◆ Comprehensive, specific recommendations:
  - brand/sub-brand name
  - generic descriptor
  - positioning claim
  - key features
  - key copy
  - packaging form direction
  - shelf placement
  - core target assessment
  - supporting rationale